McLAUGHLIN-BUICK MOTOR CARS
1928

12 Models of McLaughlin Buick
Catalog wrapper

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McLAUGHLIN-BUICK MOTOR CARS

FOR NINETEEN TWENTY-EIGHT

Beauty, Smartness, Luxury, Color, Speed and Power

IN A DEGREE THAT SETS A NEW
STANDARD OF COMPARISON

A. BROWN & SON,
LOCAL AGENTS

McLAUGHLIN MOTOR CAR COMPANY, LIMITED

Subsidiary of General Motors of Canada, Limited

OSHAWA, ONTARIO

1928

10310746

FOREWORD

BECAUSE every detail of appearance, comfort, convenience, and operation in the 1928 McLaughlin-Buick measures up to a new high standard, there is no one outstanding feature *on which attention should be centered. Rather, the car buyer must consider the 1928 McLaughlin-Buick as a unit—as a new Standard of Comparison.*

Nevertheless, if the 1928 McLaughlin-Buick is analyzed from any one standpoint, a wealth of individual features is disclosed as the basis for the car's merit as a whole.

The new McLaughlin-Buick beauty, for instance, does not arise entirely from the new pastel shades of enduring charm or the new body and roof lines. Crown fenders; new distinctive headlamps; the new design of the radiator; and even such details as the improved radiator emblem, and the new hub caps all contribute to the composite effect of charm. The new comfort of the McLaughlin-Buick, too, is made up of many factors. Form fitting, tailored cushions; hydraulic shock absorbers, front and rear; proper spring suspension; long wheelbase; arm rests for rear seats in closed models; foot rests, where needed, all help to make a ride in a McLaughlin-Buick a delightful experience.

New convenience is apparent in a score of features—maximum, clear vision made possible by narrow windshield posts and narrow front door posts; centralized chassis lubrication; standard gear shift; adjustable steering wheel; gasoline gauge and water temperature gauge grouped with other instruments on the dash so that the

whole story of the car's operation can be seen at a glance; new locks; new door handles. These are only a few of the practical and noteworthy advancements embodied in the 1928 McLaughlin-Buick.

Refinement of the famous McLaughlin-Buick Valve-in-Head engine is carried still further in the 1928 McLaughlin-Buick. There is a new camshaft; new valve mechanism; new cylinder head design; simplified spark timing; improved thermostat for the cooling system, and other features that bring about more power, more speed, greater quietness, and get-away of arrow-like swiftness.

The new McLaughlin-Buick frame is of the double-drop type. This makes the cars from two to three inches lower without sacrificing either head room or road clearance. The McLaughlin-Buick wheels, with their low pressure tires, also remain the same, generous size as formerly. The frame sections are stronger and deeper and the cross members are stronger, yet the 1928 McLaughlin-Buick has less unsprung weight than any car in its field.

The long McLaughlin-Buick wheelbase is of basic importance to motoring satisfaction. Not only does it make possible generous seating and leg room, but it also contributes to easy riding. Jolts and jars are avoided that could not be escaped by a car of shorter wheelbase.

Along with this basic advantage are the other fundamental features of McLaughlin-Buick design and construction that have made McLaughlin-Buick value so notable in the past. There is the McLaughlin-Buick Valve-in-Head engine, triple sealed by an air cleaner, oil filter, and gasoline strainer. And there are the McLaughlin-Buick torsional balancer and balanced crankshaft which make McLaughlin-Buick performance vibrationless beyond belief.

As in past years, the McLaughlin-Buick chassis is completely sealed against dust and dirt, and embodies the time-tried McLaughlin-Buick multiple disc clutch; McLaughlin-Buick four-wheel brakes, McLaughlin-Buick torque tube drive; floating type rear axle and all the other features that make McLaughlin-Buick performance the Standard of Comparison.

These, combined with new advancements, establish the McLaughlin-Buick for 1928 as a car that can be truly appreciated only by actually seeing its compelling beauty, actually experiencing its spirited performance, and actually enjoying its luxury and comfort.

THE McLAUGHLIN-BUICK SPORT TOURING

Five-passenger—De Luxe

MODEL 25

Hydraulic shock absorbers, front and rear, as on all the 1928 McLaughlin-Buicks, combine with long wheelbase and proper spring suspension to make the riding qualities of this sport model as attractive as its appearance and performance.

THE McLAUGHLIN-BUICK COUPE

Two-passenger

MODEL 26

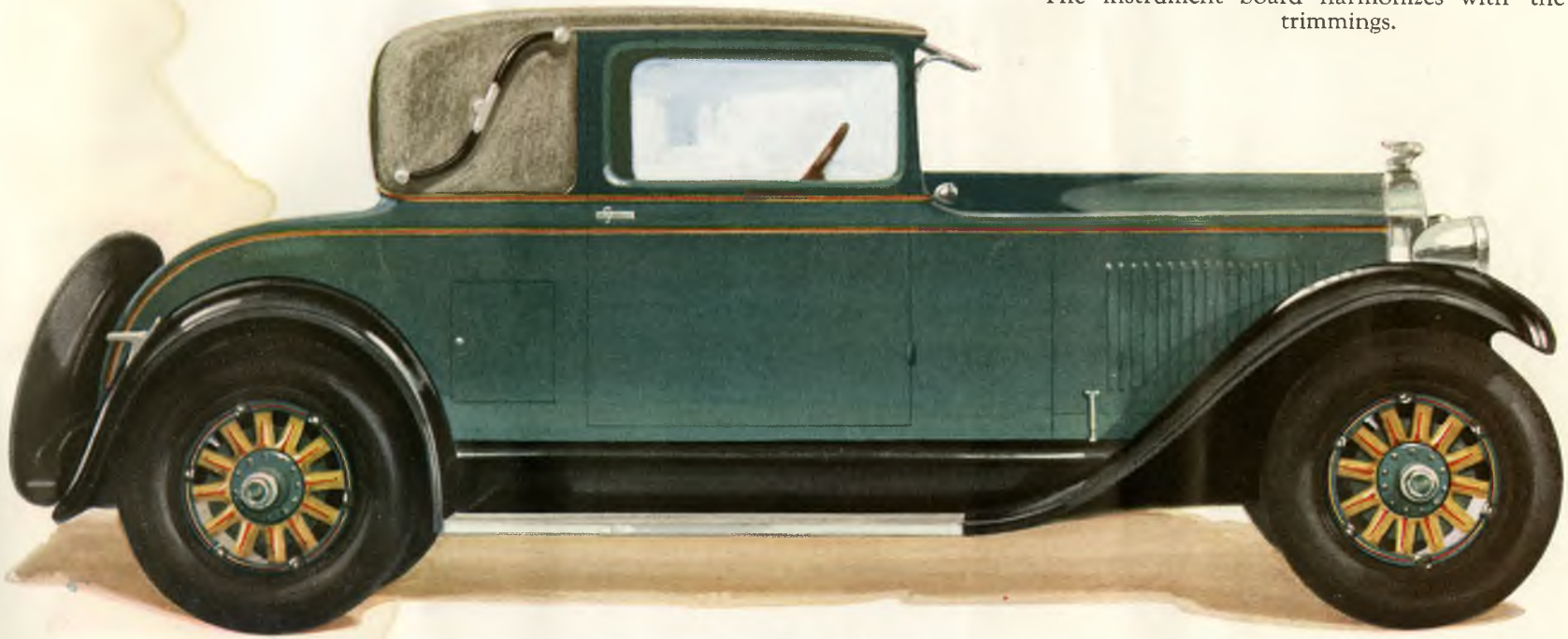
Roomy comfort and ample storage space make this Coupe ideal for business, as well as social use. Like all the 1928 McLaughlin-Buicks, it affords maximum clear vision because the windshield posts and door posts are exceptionally narrow.

THE McLAUGHLIN-BUICK
COUNTRY CLUB COUPE

Four-passenger

MODEL 26 S

The pleasing colors and lines of this De Luxe model are fully equaled by its interior trimming of mohair plush with ivory striped, walnut panels on the doors. The instrument board harmonizes with the body trimmings.



THE McLAUGHLIN-BUICK SEDAN

Five-passenger— Four door

MODEL 27

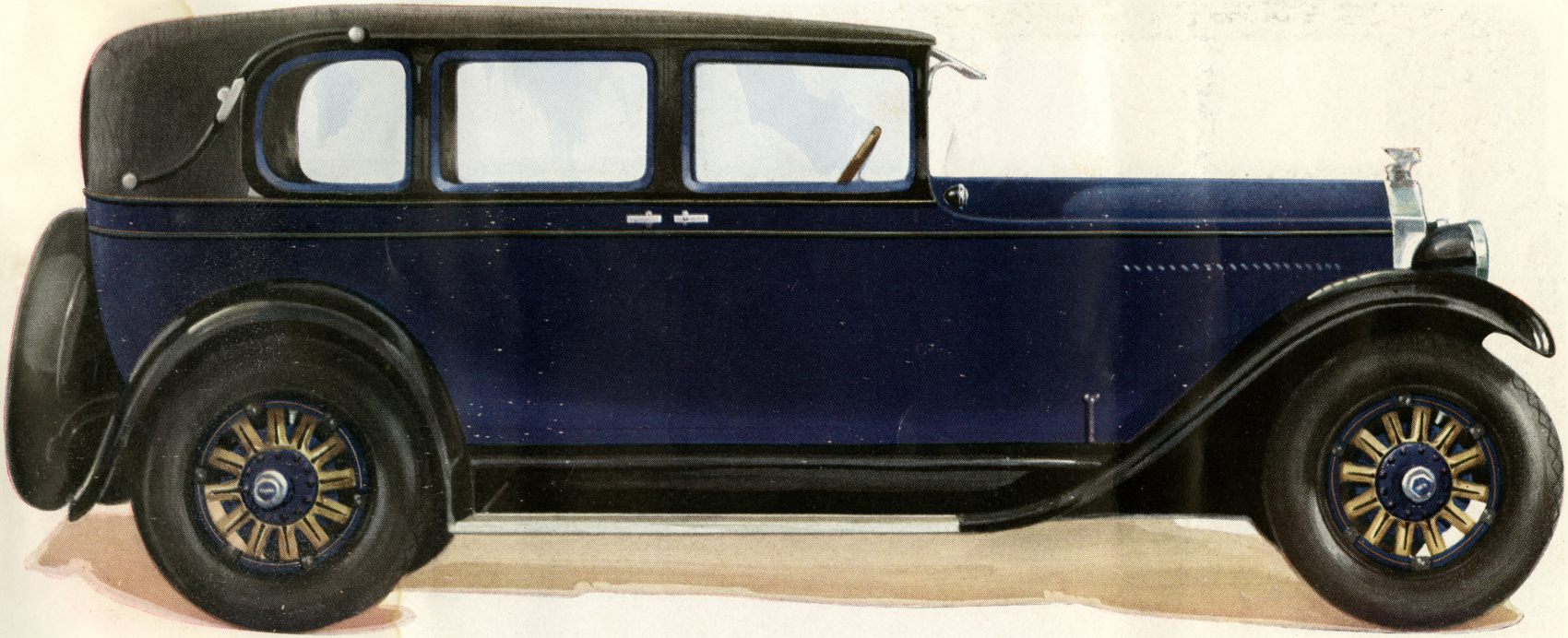
Wider doors, on this and other 1928 McLaughlin-Buicks, are among many new factors of convenience. Duco colors, centralized chassis lubrication, standard gear shift, and a new steering wheel are features shared with other models.

THE McLAUGHLIN-BUICK TOWN BROUGHAM

Five-passenger

MODEL 29

With the top and back quarter finished in special black long grain leather, set off by black landau hinges with nickeled centers and ends, this model has a rich, custom-built appearance. The interior is luxurious.

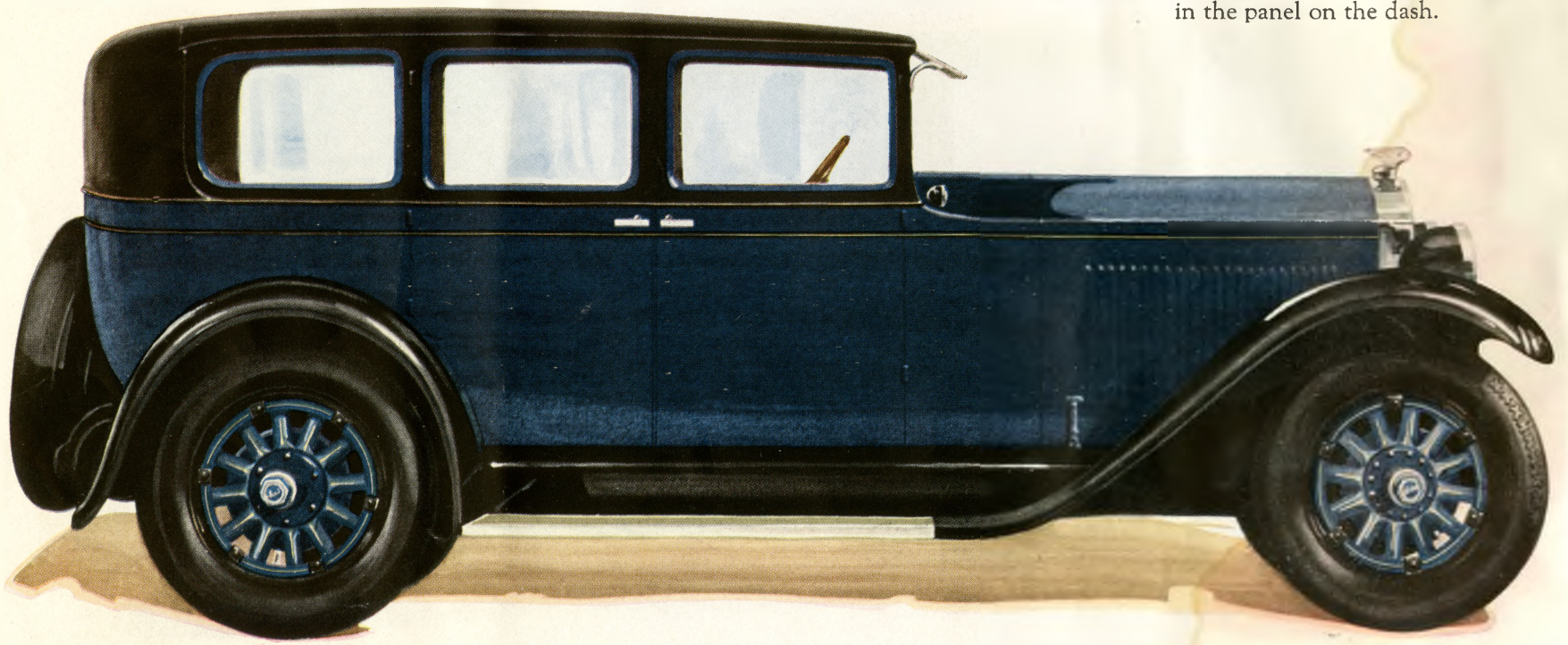


THE McLAUGHLIN-BUICK SEDAN

Five-passenger

MODEL 47

The new, double-drop McLaughlin-Buick frame lowers this car three inches without sacrificing head room or road clearance. Like other McLaughlin-Buick models it has a gasoline gauge and a water temperature gauge in the panel on the dash.



THE McLAUGHLIN-BUICK TOWN BROUGHAM

Five-passenger

MODEL 47 S

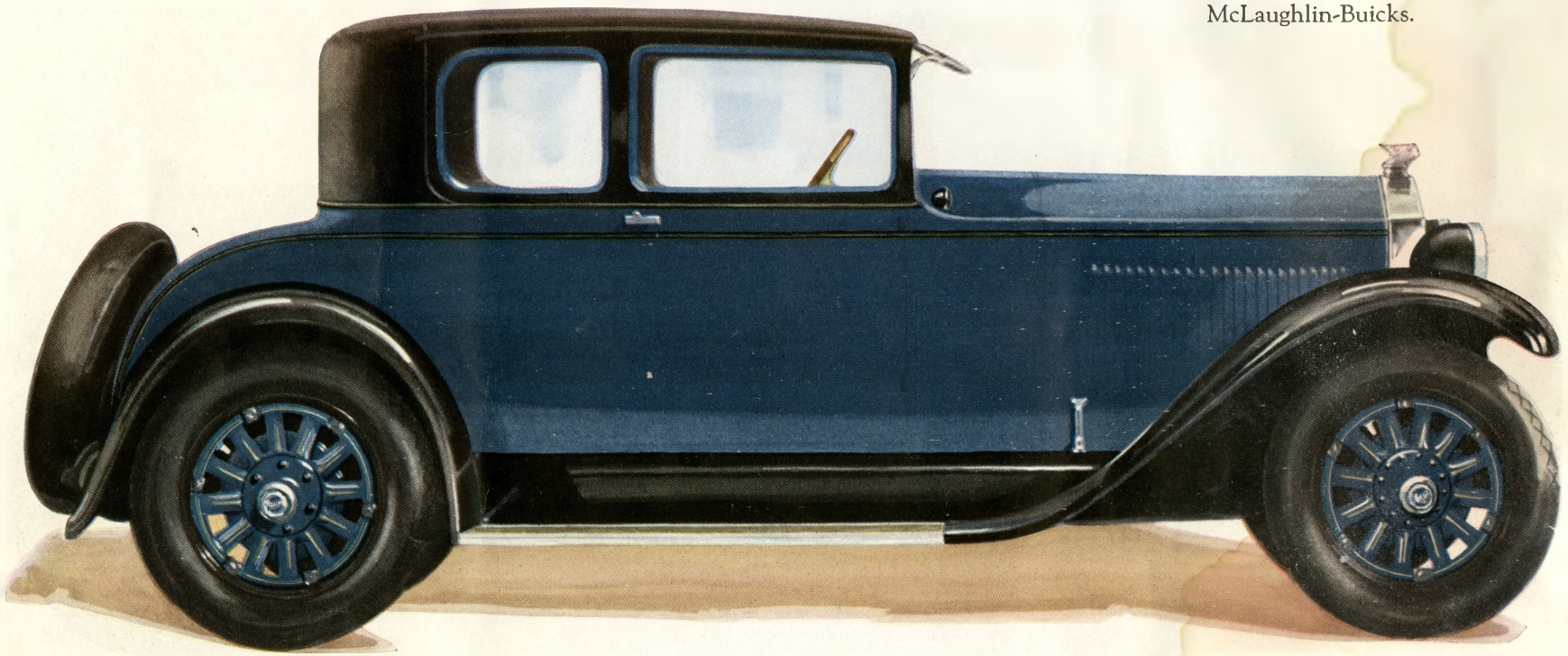
Luxury is the dominant note in this new McLaughlin-Buick model. The interior trimming is a special shade of mohair plush. Like the other closed models, it has arm rests for rear seats, and a covered foot rest.

THE McLAUGHLIN-BUICK COUPE

Four-passenger

MODEL 48

New radiator design; improved radiator emblem; new distinctive headlamps; large crown fenders; new body lines; new roof lines and attractive colors are among the features which this car shares with other 1928 McLaughlin-Buicks.



THE McLAUGHLIN-BUICK SEDAN

Seven-passenger

MODEL 50

The mohair plush seats and backs of this model are plaited, and the sides and head lining are in a harmonizing color. The harmony of the color scheme is carried out in the instrument board, assist cords, curtains and carpets.

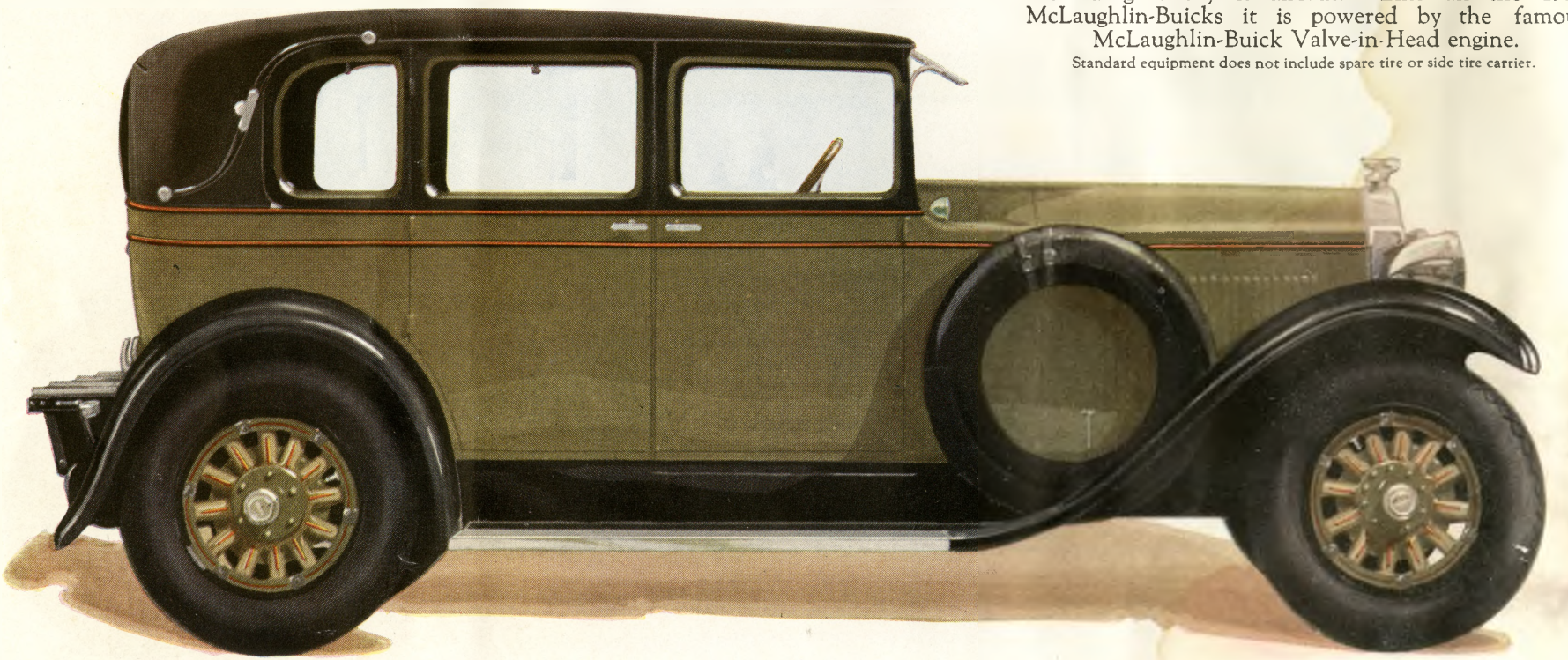
THE McLAUGHLIN-BUICK BROUGHAM

Five-passenger

MODEL 51

There is distinctive grace and beauty in the lines, colors, and trimmings of this car, fully in keeping with the riding luxury it affords. Like all the 1928 McLaughlin-Buicks it is powered by the famous McLaughlin-Buick Valve-in-Head engine.

Standard equipment does not include spare tire or side tire carrier.



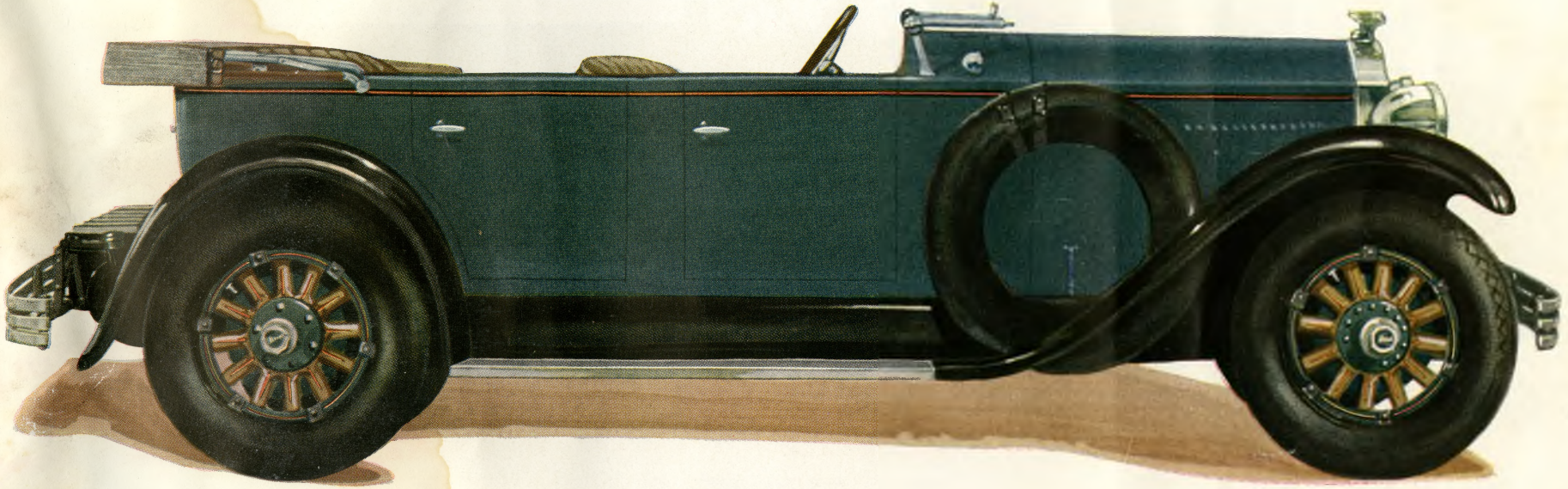
THE McLAUGHLIN-BUICK SPORT TOURING

Five-passenger—De Luxe

MODEL 55

Like the other McLaughlin-Buick open models, this car has leather trimming in special, honeycomb grain, two-tone finish. Nickeled lamps, windshields, levers and other parts add sparkle to the rich Duco colors. The top folds neatly.

Standard equipment does not include spare tire, side tire carrier, trunk rack or bumpers



THE McLAUGHLIN-BUICK COUPE

Five-passenger

MODEL 58

Ample room for five-passengers, in addition to generous luggage carrying space, is afforded by this McLaughlin-Buick model. The driver's seat is adjustable, and as in the other McLaughlin-Buick models, the steering wheel is also adjustable.

SPECIFICATIONS IN BRIEF *of* McLAUGHLIN-BUICK MOTOR CARS *for* 1928

SERIES 115

Model Twenty—*Five-passenger two door Sedan*
Model Twenty-four—*Four-passenger De Luxe Roadster*
Model Twenty-five—*Five-passenger De Luxe Touring*
Model Twenty-six—*Two-passenger Business Coupe*
Model Twenty-six S—*Four-passe nger Country Club Coupe*
Model Twenty-seven—*Five-passenger four-door Sedan*
Model Twenty-nine—*Five-passenger Town Brougham*

SERIES 120

Model Forty-seven—*Five-passenger four-door Sedan*
Model Forty-seven S—*Five passenger Town Brougham*
Model Forty-eight—*Four-passenger Coupe*

SERIES 128

Model Forty-nine—*Seven-passenger Touring*
Model Fifty—*Seven-passenger Sedan*
Model Fifty L—*Seven-passenger Limousine*
Model Fifty-one—*Five-passenger Brougham*
Model Fifty-four—*Four-passenger De Luxe Roadster*
Model Fifty-four C—*Four-passenger Country Club Coupe*
Model Fifty-five—*Five-passenger De Luxe Touring*
Model Fifty-eight—*Five-passenger Coupe*

Engines—114½-inch wheelbase models, 63 h. p. McLaughlin-Buick Valve-in-Head, triple sealed. Bore 3⅛ inches. Stroke 4½ inches. Piston displacement 207 cubic inches. Maximum car speed 70 miles an hour. *Rear axle ratios*—Models 20-27-29—5.1 to 1. Models 24-25-26-26s—4.9 to 1. *Tires*—31 x 5.25 low pressure. *Wheels*—Wood, artillery type, 21-inch rim. *Turning Circle*—37½ feet.

Engines—120 and 128-inch wheelbase models, 77 h. p. McLaughlin-Buick Valve-in-Head, triple sealed. Bore 3½ inches. Stroke 4¾ inches. Piston displacement 274 cubic inches. Maximum car speed 75 miles an hour. *Rear axle ratios*—Models 47-47S-50-50L-51—4.9 to 1. Models 48-49-54-54C-55-58—4.73 to 1. *Tires*—33 x 6 low pressure. *Wheels*—Wood, artillery type, 21-inch rim. *Turning Circle*—120-inch wheelbase—41½ feet; 128-inch wheelbase—43 feet.

All Models—Hydraulic shock absorbers, front and rear; centralized chassis lubrication; adjustable steering wheel; new vibrator horn; gasoline gauge, water temperature gauge on instrument panel; lock mounted on steering post; combination tail lamp, stop lamp, and back-up lamp; four wheel brakes; four low pressure tires; controllable beam headlights with control switch on top of steering wheel; air cleaner; oil filter; gasoline strainer; crankcase ventilator; automatic windshield wiper; tire carrier for one tire only with extra demountable rim; new, double screw type jack; high pressure grease gun; tool kit; pump; steering gear and ignition lock; cowl or windshield ventilator; rear vision mirror; dual lighting of instrument panel and front compartment.

Standard equipment does not include spare tire, side tire carrier, extension trunk rack or bumpers
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